

**CONSUMER PURCHASE INTENTION ON  
SPORT FOOTWEAR AMONG GENERATION Y  
IN PADANG, INDONESIA**

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**CONSUMER PURCHASE INTENTION ON SPORT FOOTWEAR  
AMONG GENERATION Y IN PADANG, INDONESIA**

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## ABSTRAK

Kajian ini adalah bertujuan untuk mengenal pasti keinginan pengguna dalam membeli Jenama kasut sukan di kalangan generasi Y di Padang, Indonesia. Kajian ini memberikan gambaran perbandingan deskriptif hasrat membeli pengguna dan faktor yang menjejaskan niat beli pengguna antara jenamaasing dan tempatankasut sukan di kalangan Generasi Y. Dari literatur sebelumnya, satu rangka kerja teori telah dibangunkan untuk menunjukkan kesan negara asal, harga, imej jenama, dan reka bentuk produk terhadap hasrat pembelian penggunajenama kasut sukan Asing dan kasut sukan Tempatan di kalangan generasi Y.

Bilangan sampel dalam kajian ini ialah 260 responden, dan kaedah bagi persampelan adalah dengan menggunakan kaedah persampelan kemudahan, data utama dalam kajian ini diperolehi daripada soal selidik, yang kemudiannya menjalankan analisis data yang diperolehi dalam bentuk analisis kuantitatif. Teknik analisis data yang digunakan adalah analisis regresi linear. Hipotesis telah diuji dengan ujian F dan ujian t dengan  $\alpha = 0.05$ .

Hasil kajian menunjukkan bahawa hanya faktor-faktor negara asal dan reka bentuk produk yang mempunyai pengaruh yang besar ke atas niat pembelian pengguna kedua-dua kasut sukan, baik jenama asing mauhupun jenama tempatan. Manakala, harga hanya mempunyai kesan yang ketara apabila pengguna membuat keputusan untuk berniat membeli kasut sukan Tempatan. Sementara itu, imej jenama hanya mempunyai kesan yang ketara bila nak berniat membeli kasut sukan asing.

Keterangan perbandingan niat beli antara jenama Asing dan jenama kasut sukanTempatan telah mendedahkan beberapa faktor yang sama dan faktor yang berbeza dalam menjejaskan niat pembelian kasut sukan di kalangan generasi Y di Padang, Indonesia. Implikasi dan cadangan kajian akan datang juga dibincangkan.

**Kata Kunci:** Niat Pembelian , Negara Asal, Harga, Jenama Imej,

Rekabentuk Produk

## ABSTRACT

This study is aims to determine consumer purchased intention on Sport footwear among generation Y in Padang, Indonesia. This study provides a comparative description on consumer purchased intention and factors that affected purchased intention between foreign and local sport footwear among Generation Y. From preceding literature, a theoretical framework was developed to show the effect of country of origin, price, brand image, and product design on consumer purchase intention o Foreign and Local sport footwear among generation Y.

A number of samples in this study were 260 respondents, and for sampling is by using convenience sampling method. Primary data in this study were obtained from questionnaires, which then conducted an analysis of data obtained in the form of quantitative analysis. Techniques of data analysis used were multiple linear regression analysis. The hypothesis was tested by F test and t test with  $\alpha = 0.05$ .

Results of the study indicated that only the country of origin and product designs factors that have a significant influence on consumer purchase intention both for foreign and local sport footwear. Whereas, price only have significant effect when consumer decided to purchase local sport footwear. Meanwhile, brand image only have significant effect when decided to intend purchased foreign sport footwear.

A comparative description on purchased intention of Foreign and Local sport footwear revealed some similar, and its differences factors that affect the purchase intentions on sport footwear among generation Y in Padang, Indonesia. Implications and future research suggestions are also discussed.

**Key word:** Purchase Intention, Country of Origin, Price, Brand Image,  
Product Design

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Finally, I realize that of this thesis still has shortcomings, and far from perfection because of limitations of knowledge and experience. It is therefore with great humility the author expects criticism, suggestions and any form of direction from all parties for the betterment of this thesis.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background**

The development world economy towards globalization era has been affected all business activity directly or indirectly. In the current global market competition nowadays, companies are highly competitive due to many existing competitors, regardless of industry (Lim et al, 2010). Company's globalization led the stiff competition which not only for local brand product/service, but also led to the proliferation of global brands product to enter Indonesian market. In addition, globalization has increased the opportunities for the local and foreign companies to market their product worldwide.

Easy accessibility for foreign companies to enter Indonesian market, Padang in particular, has led to a stiff competition among existing businesses specifically for sport footwear products. From local consumer perspective, this phenomenon, have many advantages as well as opportunities for them in term of choosing alternative goods and services. Hence, allows local consumers to choose more wide range of products which are suitable with their tastes, needs, and their purchasing power.

Sport footwear market is one of the markets that could be entered by foreign sport footwear producers in Indonesia market through introducing newest sport footwear available in the world open market. Indonesia has a great potential market in the sports footwear sector which could increase the sales of 30-40 trillion IDR per year (Aprisindo, 2012). The Indonesian Ministry of Trade (2012) suggested that, the

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# APPENDICES

## Appendix 1: Questionnaire

*Dear sir/madam,*

I am Eddo Nanda Oktarici is a student Master of Science in International Business at University Utara Malaysia. Currently I am doing a study with title “**Consumer Purchase Intention on Sport Footwear among Generation Yin Padang Indonesia**” as a partial fulfillment of MSc in International Business.

I appreciate you could spend 15 minutes to complete the attached questionnaire. All answers will be strictly treated confidentially and will be used for this study only. If you have any question regarding this research please contact me at detail belows. I am really appreciate and thank in advance for your kindly operation

You're sincerely,

Eddo Nanda Oktarici

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623181797900/ 6049461530

Thank you for participation and cooperation in this study

## Section A

**Instruction: Please Tick or circle the number that represents your appropriate answer.**

- 1. Strongly disagree**
- 2. Disagree**
- 3. Neutral**
- 4. Agree**
- 5. Strongly Agree**

**The left side is your answer for “Foreign Brand” and the Right side is your answer for “Local Brands”.**

COUNTRY OF ORIGIN											
NO	Items	Foreign Brand (Adidas,Nike,reebok,and etc)					Local Brand (Specs,eagle,League, and etc)				
		SD	D	N	A	SA	SD	D	N	A	SA
1	<i>Country of origin is the important factor for purchasing</i>	1	2	3	4	5	1	2	3	4	5
2	<i>I will look for country of origin information before deciding to buy a product.</i>	1	2	3	4	5	1	2	3	4	5
3	<i>I refuse to purchase a product without knowing its country of origin.</i>	1	2	3	4	5	1	2	3	4	5
4	<i>In my opinion Country of Origin determines the quality of product.</i>	1	2	3	4	5	1	2	3	4	5
5	<i>When I am buying sport footwear, I always first priority to the country of origin for the product.</i>	1	2	3	4	5	1	2	3	4	5



6	<i>Origin of the sport footwear will shown the social status of the purchaser</i>	1	2	3	4	5	1	2	3	4	5
7	<i>Foreign sport footwear are more comfortable and stylish</i>										

<b>PRICE</b>											
<b>NO</b>	<b>Items</b>	<b>Foreign Brand (Adidas,Nike, reebok,and etc)</b>					<b>Local Brand (Specs,eagle,League, and etc)</b>				
		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1	<i>I will assure that I have enough money before looking for a sport footwear</i>										
2	<i>price is the second most important priority before looking for footwear brands</i>	1	2	3	4	5	1	2	3	4	5
3	<i>Price of sport footwear are affordable</i>	1	2	3	4	5	1	2	3	4	5
4	<i>The price offered by sport footwear producers are in accordance with the quality of the product</i>	1	2	3	4	5	1	2	3	4	5
5	<i>Price offered to consumers is competitive for consumer</i>	1	2	3	4	5	1	2	3	4	5
6	<i>prices offered in accordance with the shoes brand name</i>	1	2	3	4	5	1	2	3	4	5
7	<i>I always buy branded sport footwear even thought if price are high if to be used in more prestige tournament.</i>	1	2	3	4	5	1	2	3	4	5

<b>BRAND IMAGE</b>											
<b>NO</b>	<b>Items</b>	<b>Foreign Brand (Adidas,Nike, reebok,and etc)</b>					<b>Local Brand (Specs,eagle,League, and etc)</b>				
		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1	<i>The brand image gives me a good impression</i>	1	2	3	4	5	1	2	3	4	5
2	<i>The values of product give me more confidence using the product</i>	1	2	3	4	5	1	2	3	4	5
3	<i>Use sport footwear will express my personality</i>	1	2	3	4	5	1	2	3	4	5
4	<i>Using branded sport footwear will increase my social status</i>	1	2	3	4	5	1	2	3	4	5
5	<i>Brand image of sport footwear is the main attraction for me to make purchase</i>	1	2	3	4	5	1	2	3	4	5
6	<i>The brand name will determines whether suitable or not for me to make second purchase</i>	1	2	3	4	5	1	2	3	4	5

<b>PRODUCT DESIGN</b>											
<b>NO</b>	<b>Items</b>	<b>Foreign Brand (Adidas,Nike, reebok,and etc)</b>					<b>Local Brand (Specs,eagle,League, and etc)</b>				
		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1	<i>attractive design is the main factor before price and brand image</i>	1	2	3	4	5	1	2	3	4	5
2	<i>Interesting color combination will show the suitability of users</i>	1	2	3	4	5	1	2	3	4	5
3	<i>Design of sport footwear always follow contemporary trends</i>										

4	<i>Fashionable design of sport footwear usually using famous sportsman/sportswoman to advertise their product</i>	1	2	3	4	5	1	2	3	4	5
5	<i>I do agree that good product design to be the primary reason in selecting sport footwear</i>	1	2	3	4	5	1	2	3	4	5
6	<i>Aesthetic impression of product is one of the main attractions in buying process.</i>	1	2	3	4	5	1	2	3	4	5

<b>PURCHASE INTENTION</b>											
<b>No</b>	<b>Items</b>	<b>Foreign Brand (Adidas, Nike, reebok, and etc)</b>					<b>Local Brand (Specs, eagle, League, and etc)</b>				
		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1	<i>If given option, I will consider to purchase the foreign footwear brands</i>	1	2	3	4	5	1	2	3	4	5
2	<i>I intend to purchase local brand in the near future</i>	1	2	3	4	5	1	2	3	4	5
3	<i>I would buy sport footwear in order to save money</i>	1	2	3	4	5	1	2	3	4	5
4	<i>I think I will buy sport footwear brand suit well with my feet and comfort ability</i>	1	2	3	4	5	1	2	3	4	5
5	<i>In my opinion, the using of suitable sport footwear will enhance the user health activities.</i>	1	2	3	4	5	1	2	3	4	5

<b>SECTION B</b>
------------------

**Questionnaire Guideline**

Please tick (V) on the following answer

1. Gender

☐ Male

☐ Female

2. age

☐ 15 s/d 20 years old

☐ 21 s/d 25 years old

☐ 26 s/d 30 years old

☐ 31 s/d 35years old

3. Education background

☐ SD/ elementary school

☐ SMP/ junior high school

☐ SMA/senior high school

☐ Academy

☐ University

☐ Etc (please state).....

4. Occupation

☐ Civil servant

☐ Private employees

☐ TNI/ POLRI

☐ Entrepreneurship

☐ Housewife

☐ Student

☐ Others (please state) .....

5. Monthly expenditure

- ☐ Less than 500.000 IDR
- ☐ 500.000 IDR to 1.500.000 IDR
- ☐ 1.501.000 IDR to 2.500.000 IDR
- ☐ 2.501.000 IDR to 3.500.000 IDR
- ☐ More than 3.500.000 IDR

6. type of sport exercise is frequently performed

- ☐ Football
- ☐ Futsal
- ☐ Badminton
- ☐ Volleyball
- ☐ Basketball
- ☐ Fitness
- ☐ Jogging
- ☐ Tennis
- ☐ etc (please state).....

7. Number of sport footwear owned in pair

- ☐ Foreign Sport Footwear
- ☐ Local Sport Footwear

8. Frequency Purchase Sport Footwear

- ☐ Monthly
- ☐ Yearly
- ☐ Others

9. Money Spending in a Year to Purchase Sport Footwear

- ☐ IDR 200.000 – IDR 500.000
- ☐ IDR501.0000 – IDR 800.000
- ☐ More Than IDR 800.000

10. Place to purchase sport footwear

- ☐ Supermarket/Mall
- ☐ Apparel Store
- ☐ Sport Store

## APPENDIX 2: VALIDITY AND RELIABILITY OUTPUT

### 1. Foreign Sport Footwear

#### COO

##### Reliability Statistics

Cronbach's Alpha	N of Items
.765	7

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
COO1	21.15	18.336	.461	.741
COO2	21.18	18.404	.397	.753
COO3	21.43	17.481	.408	.754
COO4	21.00	16.718	.558	.720
COO5	21.25	15.372	.767	.673
COO6	21.13	18.061	.411	.751
COO7	21.08	17.917	.416	.750

#### Price

##### Reliability Statistics

Cronbach's Alpha	N of Items

### Reliability Statistics

Cronbach's Alpha	N of Items
.762	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	21.25	12.090	.559	.717
P2	21.17	12.302	.506	.728
P3	21.47	12.563	.521	.726
P4	21.30	13.087	.374	.754
P5	21.45	12.151	.542	.720
P6	21.10	11.938	.495	.730
P7	21.50	12.564	.388	.755

### Reliability Brand Image

### Reliability Statistics

Cronbach's Alpha	N of Items
.723	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1	17.53	11.333	.444	.689
BI2	17.53	10.769	.503	.672
BI3	17.88	11.599	.402	.701

BI4	17.65	11.054	.416	.697
BI5	17.68	9.558	.576	.645
BI6	18.00	11.026	.404	.701

## Reliability Design

### Reliability Statistics

Cronbach's Alpha	N of Items
.804	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PD1	18.75	12.654	.409	.804
DP2	18.60	10.810	.655	.753
PD3	18.80	10.472	.611	.762
PD4	18.78	9.563	.713	.734
PD5	18.50	11.487	.485	.790
PD6	18.83	11.174	.502	.787

## Reliability Purchase intention

### Reliability Statistics

Cronbach's Alpha	N of Items
.792	5



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CIP1	14.33	8.328	.657	.726
CIP2	14.27	8.051	.624	.735
CIP3	14.12	9.138	.575	.754
CIP4	13.70	8.677	.457	.795
CIP5	13.67	8.789	.573	.753

**2. Local Sport Footwear****Reliability COO****Reliability Statistics**

Cronbach's Alpha	N of Items
.763	7

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
COO1	21.73	14.717	.534	.728
COO2	21.70	14.215	.542	.724
COO3	21.88	14.933	.372	.757
COO4	21.65	13.515	.507	.729
COO5	21.88	12.625	.588	.710
COO6	21.65	14.644	.432	.744

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
COO1	21.73	14.717	.534	.728
COO2	21.70	14.215	.542	.724
COO3	21.88	14.933	.372	.757
COO4	21.65	13.515	.507	.729
COO5	21.88	12.625	.588	.710
COO6	21.65	14.644	.432	.744
COO7	21.63	14.189	.429	.746

**Reliability Price****Reliability Statistics**

Cronbach's Alpha	N of Items
.797	7

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P1	21.65	12.797	.456	.784
P2	21.45	11.587	.589	.759
P3	21.83	12.815	.451	.785
P4	21.50	11.179	.767	.723
P5	21.65	13.669	.425	.788
P6	21.55	12.459	.562	.765
P7	21.88	12.676	.457	.784

## Reliability Brand image

### Reliability Statistics

Cronbach's Alpha	N of Items
.788	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1	17.85	13.156	.483	.768
BI2	18.13	10.779	.693	.713
BI3	18.30	11.703	.558	.751
BI4	18.25	12.756	.446	.778
BI5	17.93	12.225	.507	.763
BI6	18.18	12.661	.553	.754

## Reliability Product Design

### Reliability Statistics

Cronbach's Alpha	N of Items
.820	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
PD1	19.55	11.126	.530	.802
DP2	19.53	11.076	.491	.810
PD3	19.55	9.792	.659	.774
PD4	19.48	9.487	.669	.772
PD5	19.38	10.343	.572	.794
PD6	19.40	10.759	.590	.790

## Reliability Purchase Intention

### Reliability Statistics

Cronbach's Alpha	N of Items
.712	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
CIP1	14.95	6.305	.420	.683
CIP2	14.93	5.969	.431	.680
CIP3	14.93	5.661	.548	.632
CIP4	14.63	5.522	.474	.664
CIP5	14.68	5.917	.481	.660

### APPENDIX 3: DEMOGRAPHIC PROFILE

#### Statistics

		gender	age respondent	of educational background	occupation of respondent
N	Valid	238	238	238	238
	Missing	0	0	0	0
	Mean	1.3613	2.2395	4.2899	3.9580
	Std. Error of Mean	.03120	.06236	.05849	.13431
	Median	1.0000	2.0000	5.0000	4.0000
	Mode	1.00	2.00	5.00	6.00
	Std. Deviation	.48140	.96204	.90240	2.07210
	Variance	.232	.926	.814	4.294
	Skewness	.581	.393	-.814	-.153
	Std. Error of Skewness	.158	.158	.158	.158
	Kurtosis	-1.677	-.765	-.760	-1.741
	Std. Error of Kurtosis	.314	.314	.314	.314
	Range	1.00	3.00	3.00	6.00
	Minimum	1.00	1.00	2.00	1.00
	Maximum	2.00	4.00	5.00	7.00
	Sum	324.00	533.00	1021.00	942.00
Percentiles	10	1.0000	1.0000	3.0000	1.0000
	20	1.0000	1.0000	3.0000	2.0000
	25	1.0000	2.0000	3.0000	2.0000
	30	1.0000	2.0000	4.0000	2.0000
	40	1.0000	2.0000	4.0000	2.0000
	50	1.0000	2.0000	5.0000	4.0000
	60	1.0000	2.0000	5.0000	6.0000
	70	2.0000	3.0000	5.0000	6.0000
	75	2.0000	3.0000	5.0000	6.0000
	80	2.0000	3.0000	5.0000	6.0000
	90	2.0000	4.0000	5.0000	6.0000

**Statistics**

		monthly income	sport activity frequently preformed	frequency to buy
N	Valid	238	238	238
	Missing	0	0	0
	Mean	2.9496	4.1681	2.4160
	Std. Error of Mean	.07870	.26407	.04412
	Median	3.0000	3.0000	3.0000
	Mode	2.00	2.00	3.00
	Std. Deviation	1.21418	4.07383	.68071
	Variance	1.474	16.596	.463
	Skewness	.297	8.319	-.744
	Std. Error of Skewness	.158	.158	.158
	Kurtosis	-1.012	102.073	-.586
	Std. Error of Kurtosis	.314	.314	.314
	Range	4.00	54.00	2.00
	Minimum	1.00	1.00	1.00
	Maximum	5.00	55.00	3.00
	Sum	702.00	992.00	575.00
Percentiles	10	2.0000	1.9000	1.0000
	20	2.0000	2.0000	2.0000
	25	2.0000	2.0000	2.0000
	30	2.0000	2.0000	2.0000
	40	2.0000	2.0000	2.0000
	50	3.0000	3.0000	3.0000
	60	3.0000	4.0000	3.0000
	70	4.0000	6.0000	3.0000
	75	4.0000	6.0000	3.0000
	80	4.0000	7.0000	3.0000
	90	5.0000	7.0000	3.0000

**Statistics**

		money spend to buy in a year	place to buy
--	--	---------------------------------	--------------

N	Valid	238	238
	Missing	0	0
	Mean	1.4286	2.6471
	Std. Error of Mean	.03866	.04046
	Median	1.0000	3.0000
	Mode	1.00	3.00
	Std. Deviation	.59635	.62424
	Variance	.356	.390
	Skewness	1.061	-1.570
	Std. Error of Skewness	.158	.158
	Kurtosis	.123	1.253
	Std. Error of Kurtosis	.314	.314
	Range	2.00	2.00
	Minimum	1.00	1.00
	Maximum	3.00	3.00
	Sum	340.00	630.00
Percentiles	10	1.0000	2.0000
	20	1.0000	2.0000
	25	1.0000	2.0000
	30	1.0000	3.0000
	40	1.0000	3.0000
	50	1.0000	3.0000
	60	1.0000	3.0000
	70	2.0000	3.0000
	75	2.0000	3.0000
	80	2.0000	3.0000
	90	2.0000	3.0000

## Frequency Table

**gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	152	63.9	63.9	63.9
	female	86	36.1	36.1	100.0
	Total	238	100.0	100.0	

**age of respondent**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	57	23.9	23.9	23.9
	21-25	98	41.2	41.2	65.1
	26-30	52	21.8	21.8	87.0
	30-35	31	13.0	13.0	100.0
	Total	238	100.0	100.0	

**educational background**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP/ junior high school	6	2.5	2.5	2.5
	SMA/senior high school	54	22.7	22.7	25.2
	Academy	43	18.1	18.1	43.3
	University	135	56.7	56.7	100.0
	Total	238	100.0	100.0	



**occupation of respondent**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil servant	31	13.0	13.0	13.0
	private employees	68	28.6	28.6	41.6
	TNI/POLRI	9	3.8	3.8	45.4
	Entrepreneurship	13	5.5	5.5	50.8
	Housewife	10	4.2	4.2	55.0
	Student	103	43.3	43.3	98.3
	Etc	4	1.7	1.7	100.0
	Total	238	100.0	100.0	

**monthly income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 500000	20	8.4	8.4	8.4
	500.000 IDR to 1.500.000 IDR	87	36.6	36.6	45.0
	1.501.000 IDR to 2.500.000 IDR	50	21.0	21.0	66.0
	2.501.000 IDR to 3.500.000 IDR	47	19.7	19.7	85.7
	More than 3.500.000 IDR	34	14.3	14.3	100.0
	Total	238	100.0	100.0	

**sport activity frequently preformed**

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid	footbal	23	9.7	9.7	9.7
	futsal	78	32.8	32.8	42.4
	badminton	35	14.7	14.7	57.1
	volleyball	8	3.4	3.4	60.5
	basketball	15	6.3	6.3	66.8
	fitness	23	9.7	9.7	76.5
	jogging	43	18.1	18.1	94.5
	tenniss	1	.4	.4	95.0
	Etc	11	4.6	4.6	99.6
	55.00	1	.4	.4	100.0
	Total	238	100.0	100.0	

**frequency to buy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	monthly	26	10.9	10.9	10.9
	yearly	87	36.6	36.6	47.5
	others	125	52.5	52.5	100.0
	Total	238	100.0	100.0	

**money spend to buy in a year**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200000-500000	149	62.6	62.6	62.6
	501000-800000	76	31.9	31.9	94.5
	more than 800000	13	5.5	5.5	100.0
	Total	238	100.0	100.0	

**place to buy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	supermarket/mall	19	8.0	8.0	8.0
	apparell store	46	19.3	19.3	27.3
	sport store	173	72.7	72.7	100.0
	Total	238	100.0	100.0	

## APPENDIX 4: ASSUMPTION TEST OUTPUT

### 1. foreign sport footwear

#### Normality

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		238
Normal Parameters <sup>a, b</sup>	Mean	.0000
	Std. Deviation	2.52053
Most Extreme Differences	Absolute	.041
	Positive	.041
	Negative	-.029
	Kolmogorov-Smirnov Z	.628
Asymp. Sig. (2-tailed)		.826

a. Test distribution is Normal.

b. Calculated from data.

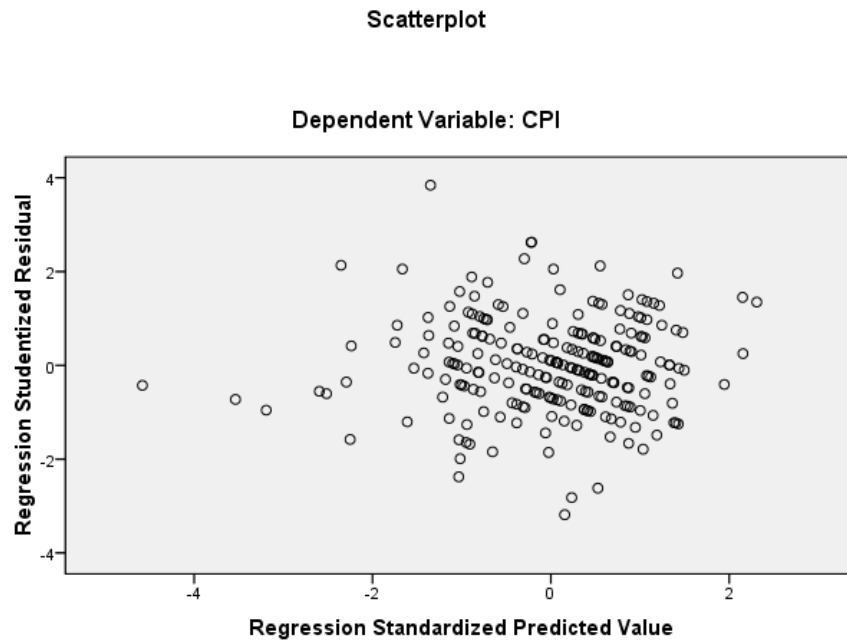
#### Multicollinearity

##### Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	COO	.528	1.895
	PRICE	.570	1.755
	BRANDiMAGE	.598	1.672
	DESIGN	.600	1.667

a. Dependent Variable: CPI

## Heterocedaticity test



## Regression

### Notes

Input	Output Created	30-Nov-2013 06:03:56
	Comments	
	Data	C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI FOREIGN.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data	238
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ABS_Res /METHOD=ENTER COO PRICE BRANDiIMAGE DESIGN /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS NORM(ZRESID) /SAVE RESID.
Resources	Processor Time	0:00:01.953
	Elapsed Time	0:00:02.324
	Memory Required	2348 bytes
	Additional Memory Required for Residual Plots	544 bytes
	Variables Created or Modified	RES_2 Unstandardized Residual

[DataSet1] C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI FOREIGN.sav

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	DESIGN, BRANDiIMAGE, PRICE, COO <sup>a</sup>	.	Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.063 <sup>a</sup>	.004	-.013	1.62876

a. Predictors: (Constant), DESIGN, BRANDiMAGE, PRICE, COO

b. Dependent Variable: ABS\_Res

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.444	4	.611	.230	.921 <sup>a</sup>
	Residual	618.116	233	2.653		
	Total	620.560	237			

a. Predictors: (Constant), DESIGN, BRANDiMAGE, PRICE, COO

b. Dependent Variable: ABS\_Res

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
	(Constant)	2.569	.856		3.002	.003
	COO	-.009	.032	-.024	-.268	.789
	PRICE	.011	.038	.025	.286	.775
	BRANDiMAGE	-.005	.038	-.011	-.133	.894
	DESIGN	-.025	.040	-.052	-.619	.537

a. Dependent Variable: ABS\_Res

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	COO	.528	1.895
	PRICE	.570	1.755
	BRANDiMAGE	.598	1.672
	DESIGN	.600	1.667

a. Dependent Variable: ABS\_Res

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions				
		Eigenvalue	Condition Index	(Constant)	COO	PRICE
1	1	4.953	1.000	.00	.00	.00
	2	.016	17.742	.42	.49	.00
	3	.012	20.175	.00	.14	.14
	4	.010	22.551	.32	.08	.04
	5	.009	23.031	.25	.29	.82

a. Dependent Variable: ABS\_Res

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions	
		BRANDiMAGE	DESIGN
1	1	.00	.00
	2	.04	.03
	3	.91	.03
	4	.00	.91
	5	.04	.03

a. Dependent Variable: ABS\_Res



## 2. Local sport footwear

### Normality

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
Normal Parameters <sup>a, b</sup>	N	238
	Mean	.0000
	Std. Deviation	2.31768
	Most Extreme Differences	
	Absolute	.040
	Positive	.026
	Negative	-.040
	Kolmogorov-Smirnov Z	.619
Asymp. Sig. (2-tailed)		.838

a. Test distribution is Normal.

b. Calculated from data.

### Multicollinearity

#### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	COO	.619	1.615
	PRICE	.619	1.617
	BRAND	.627	1.595
	DESIGN	.717	1.394

a. Dependent Variable: CPI

### Heterocedasticity local

#### Notes

Input	Output Created	30-Nov-2013 04:13:52
	Comments	
	Data	C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI LOCAL.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

Missing Value Handling	Split File	<none>
	N of Rows in Working Data File	238
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Resources	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ABS_Res /METHOD=ENTER COO PRICE BRAND DESIGN.
	Processor Time	0:00:00.047
	Elapsed Time	0:00:00.056
	Memory Required	2332 bytes
	Additional Memory Required for Residual Plots	0 bytes
[DataSet1] C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI LOCAL.sav		

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	DESIGN, PRICE, BRAND, COO <sup>a</sup>		Enter

a. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.140 <sup>a</sup>	.020	.003	1.45674

a. Predictors: (Constant), DESIGN, PRICE, BRAND, COO

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.884	4	2.471	1.164	.327 <sup>a</sup>
	Residual	494.446	233	2.122		

Total	504.330	237			
-------	---------	-----	--	--	--

a. Predictors: (Constant), DESIGN, PRICE, BRAND, COO

b. Dependent Variable: ABS\_Res

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.914	.895		2.139	.033
	COO	.021	.027	.066	.795	.427
	PRICE	-.058	.034	-.142	-1.720	.087
	BRAND	-.015	.037	-.033	-.405	.686
	DESIGN	.050	.037	.103	1.338	.182

a. Dependent Variable: ABS\_Res

0

Model		Collinearity Statistics	
		Tolerance	VIF
1	COO	.619	1.615
	PRICE	.619	1.617
	BRAND	.627	1.595
	DESIGN	.717	1.394

a. Dependent Variable: ABS\_Res

#### CollinearityDiagnostics<sup>a</sup>

Model	Dimension		
		Eigenvalue	Condition Index
1	1	4.956	1.000
	2	.017	17.002
	3	.010	21.871
	4	.010	22.438
	5	.007	26.627

a. Dependent Variable: ABS\_Res

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions				
		(Constant)	COO	PRICE	BRAND	DESIGN
1	1	.00	.00	.00	.00	.00
	2	.10	.68	.02	.03	.09
	3	.25	.02	.28	.58	.03
	4	.03	.21	.37	.31	.35
	5	.62	.08	.34	.09	.52

a. Dependent Variable: ABS\_Res

## PPENDIX 5: VARIANCE/REGRESSION ANALYSIS OUTPUT

### 1. Foreign sport footwear

GET FILE='C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI FOREIGN.sav'.  
 REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL  
 /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CPI /METHOD=ENTER COO  
 PRICE BRANDiMAGE DESIGN /SCATTERPLOT=(\*SRESID ,\*ZPRED) /RESIDUALS  
 NORM(ZRESID) /SAVE RESID.

### Regression

[DataSet1] C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI FOREIGN.sav

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	DESIGN, BRANDiMAGE, PRICE, COO <sup>a</sup>	.	Enter

a. All requested variables entered.

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555 <sup>a</sup>	.308	.297	2.54207

a. Predictors: (Constant), DESIGN, BRANDiMAGE, PRICE, COO

b. Dependent Variable: CPI

#### ANOVA<sup>b</sup>

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	671.687	4	167.922	25.985	.000 <sup>a</sup>
	Residual	1505.679	233	6.462		
	Total	2177.366	237			

a. Predictors: (Constant), DESIGN, BRANDiMAGE, PRICE, COO

b. Dependent Variable: CPI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.694	1.336		3.513	.001
	COO	.108	.051	.159	2.120	.035
	PRICE	.050	.059	.061	.847	.398
	BRANDiMAGE	.133	.060	.157	2.228	.027
	DESIGN	.262	.062	.296	4.214	.000

a. Dependent Variable: CPI

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	COO	.528	1.895
	PRICE	.570	1.755
	BRANDiMAGE	.598	1.672
	DESIGN	.600	1.667

a. Dependent Variable: CPI

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimen sion			Variance Proportions		
		Eigenvalue	Condition Index	(Constant)	COO	PRICE
1	1	4.953	1.000	.00	.00	.00
	2	.016	17.742	.42	.49	.00
	3	.012	20.175	.00	.14	.14
	4	.010	22.551	.32	.08	.04
	5	.009	23.031	.25	.29	.82

a. Dependent Variable: CPI

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimen sion	Variance Proportions	
		BRANDiMAGE	DESIGN
1	1	.00	.00
	2	.04	.03
	3	.91	.03
	4	.00	.91
	5	.04	.03

a. Dependent Variable: CPI

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.0320	21.6310	17.7437	1.68349	238
Std. Predicted Value	-4.581	2.309	.000	1.000	238

Standard Error of Predicted Value	.177	.862	.350	.115	238
Adjusted Predicted Value	10.1450	21.5126	17.7382	1.68581	238
Residual	-8.00533	9.52865	.00000	2.52053	238
Std. Residual	-3.149	3.748	.000	.992	238
Stud. Residual	-3.186	3.840	.001	1.003	238
Deleted Residual	-8.19452	10.00170	.00553	2.57786	238
Stud. Deleted Residual	-3.251	3.959	.001	1.009	238
Mahal. Distance	.151	26.270	3.983	3.699	238
Cook's Distance	.000	.146	.005	.012	238
Centered Leverage Value	.001	.111	.017	.016	238

a. Dependent Variable: CPI

## 2. Local Sport Footwear

### Regression

#### Notes

Input	Output Created	30-Nov-2013 04:06:53
	Comments	
	Data	C:\Users\dx\Downloads\Documents\Documents\DATA REGRESI LOCAL.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	238
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CPI /METHOD=ENTER COO PRICE BRAND DESIGN.
Resources	Processor Time	0:00:00.063
	Elapsed Time	0:00:00.142
	Memory Required	2308 bytes
	Additional Memory Required for Residual Plots	0 bytes

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	DESIGN, PRICE, BRAND, COO <sup>a</sup>	.	Enter

a. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 <sup>a</sup>	.318	.306	2.33749

a. Predictors: (Constant), DESIGN, PRICE, BRAND, COO

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	592.902	4	148.225	27.128	.000 <sup>a</sup>
	Residual	1273.081	233	5.464		
	Total	1865.983	237			

a. Predictors: (Constant), DESIGN, PRICE, BRAND, COO

b. Dependent Variable: CPI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.016	1.436		2.798	.006
	COO	.113	.043	.180	2.616	.009
	PRICE	.112	.054	.143	2.074	.039
	BRAND	.057	.060	.066	.960	.338
	DESIGN	.310	.060	.331	5.181	.000

a. Dependent Variable: CPI

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	COO	.619	1.615
	PRICE	.619	1.617
	BRAND	.627	1.595
	DESIGN	.717	1.394

a. Dependent Variable: CPI



**CollinearityDiagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions	
		Eigenvalue	Condition Index
1	1	4.956	1.000
	2	.017	17.002
	3	.010	21.871
	4	.010	22.438
	5	.007	26.627

a. Dependent Variable: CPI

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions				
		(Constant)	COO	PRICE	BRAND	DESIGN
1	1	.00	.00	.00	.00	.00
	2	.10	.68	.02	.03	.09
	3	.25	.02	.28	.58	.03
	4	.03	.21	.37	.31	.35
	5	.62	.08	.34	.09	.52

a. Dependent Variable: CPI